



# Marketing Insights into Playable Ads for Global Mobile Apps in 2025



Playable Factory has been leading the production of playable ads with its powerful platforms, partnering with over **250 top game publishers and brands**. Using our Playable, Ready, and Flex platforms, our partners have created over 150,000 playable ads, known for superior engagement, improved CPM, and enhanced ROAS, tracking over **100 billion events** annually.

We provide a powerful, scalable SaaS platform that delivers versatile and customizable ad solutions, offering continuous support tailored to each client's needs. With transparent pricing and clear communication, Playable Factory ensures unmatched value and success for every partnership.

# 1B+

Data Tracked Weekly

# ~150K

Creatives Created by Our Partners  
on Our Platform Annually

# 15%

Market Presence

Website: [www.playablefactory.com](http://www.playablefactory.com)



With SocialPeta, you can spy on your competitors' ad data, and get ad data from networks, media, and advertisers around the world to inspire you. SocialPeta covers more than 80 countries/regions and over 80 well-known ad channels worldwide, such as Facebook, Twitter, YouTube, TikTok, and Unity. We provide nearly 1.6 billion ad creatives, updating millions each day. Through **duration, impressions, popularity, and interactions**, we can quickly locate the active high-quality creatives which will be provided to you in real time to help with your marketing plan.

As one of the world-leading advertising and marketing platforms, SocialPeta boasts a huge database and the experience of working with thousands of game companies and providing mobile game workers with more practical methods in order to develop more popular games.

# 6M

APP Advertisers

# 1.6B

APP Ad Creatives

# 1.20M

Daily Updates

[Website: www.socialpeta.com](http://www.socialpeta.com)

# Analysis of Playable Creatives for Global Mobile Games in 2024

For mobile game advertisers with playable ads, the daily average was around 340, and the peak number was in November, accounting for 7.6% of total mobile game advertisers.

## Analysis of advertisers

### Daily advertisers with playable ad creatives

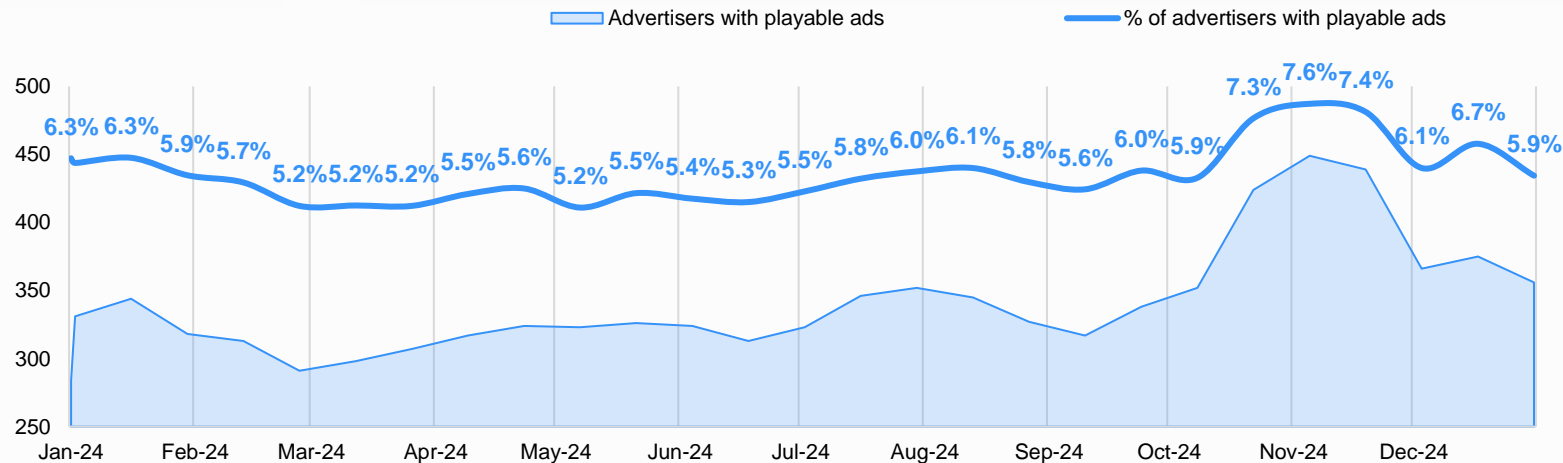
340

Max: 450  
Min: 284

### % of daily advertisers with playable ad creatives

5.9%

Max: 7.6%  
Min: 5.2%



# Analysis of Playable Creatives for Global Mobile Games in 2024

The daily average playable ad creatives were about 30K, accounting for around 8% of total mobile game creatives. Playable ad creatives increased throughout the year in number and as a share of total mobile game creatives.

## Analysis of creatives

### Daily average playable ad creatives

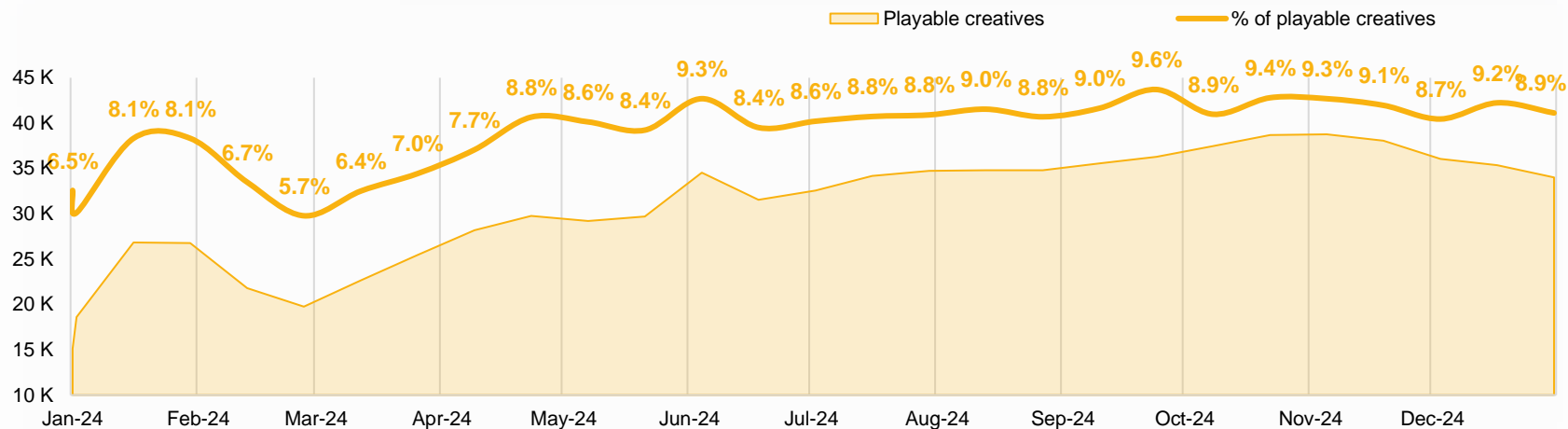
**30.7K**

Max: 15.1K  
Min: 38.7K

### % of daily average playable ad creatives

**8.3%**

Max: 9.2%  
Min: 5.6%



# Trends in Monthly Playable Ad Creatives

Playable ad creatives as a whole were updated frequently, with new creatives making up over 60% of the monthly total. There was a fluctuating increase in playable creatives' share of total creatives.

**6.9%**

Monthly playable creatives' share of total creatives

**7.4%** (Nov. 2024)

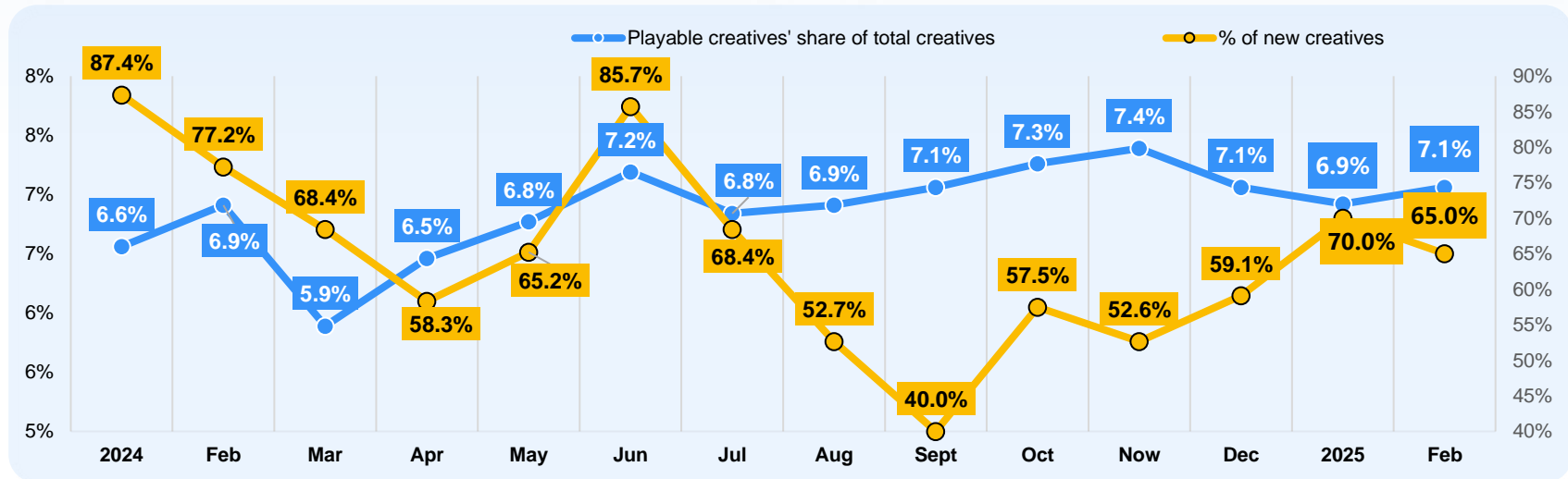
The highest percentage

**64.8%**

% of monthly new playable creatives

**87.4%** (Jan. 2024)

The highest percentage

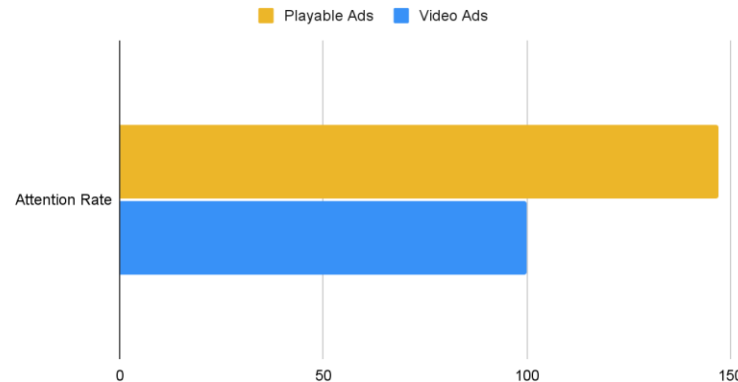


# Trends in Monthly Playable Ad Creatives

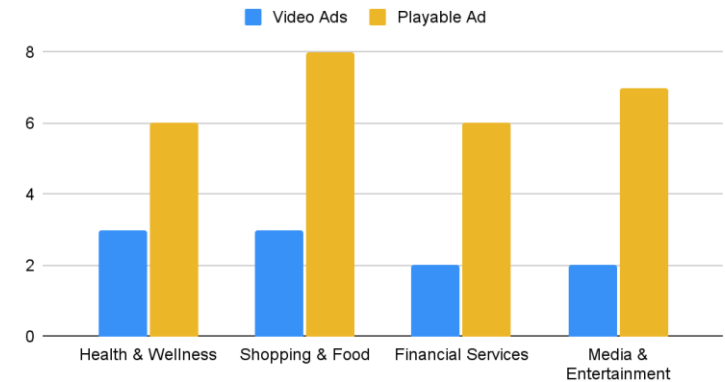
**Playable ads** generated **47% more attention** compared to **video ads**.

**Playable ads** achieved a **~319% higher conversion rate** compared to **video ads**.

Attention Rate (%)



Conversion Rates (%)



# Popular Platforms Where Playable Creatives were Released

Playable creatives were more in number in the European and American markets, and greater as a share in second-tier markets including the Middle East, Africa, and South Asia.

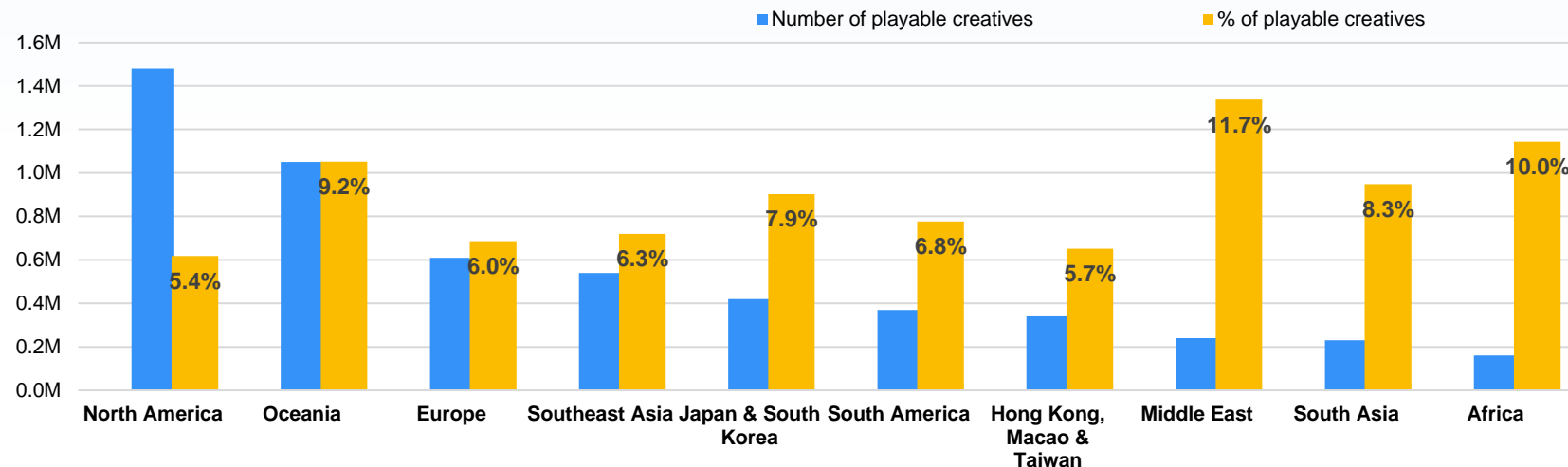
- North America recorded the highest number of **playable creatives**, accounting for **5.4% of all mobile game creatives** in the region. **Oceania and Europe** followed in second and third place, respectively.
- In terms of percentage share, **the Middle East** led with **11.7%** of all creatives being playable, followed by **Africa** at **10%**. In **Europe and the Americas**, **Oceania** had the highest share, with **9.2%** of its mobile game creatives being playable.

Highest number of playable  
creatives: North America

1.48M

Highest monthly average  
creatives: Middle East

11.7%





# Popular Platforms Where Playable Creatives were Released

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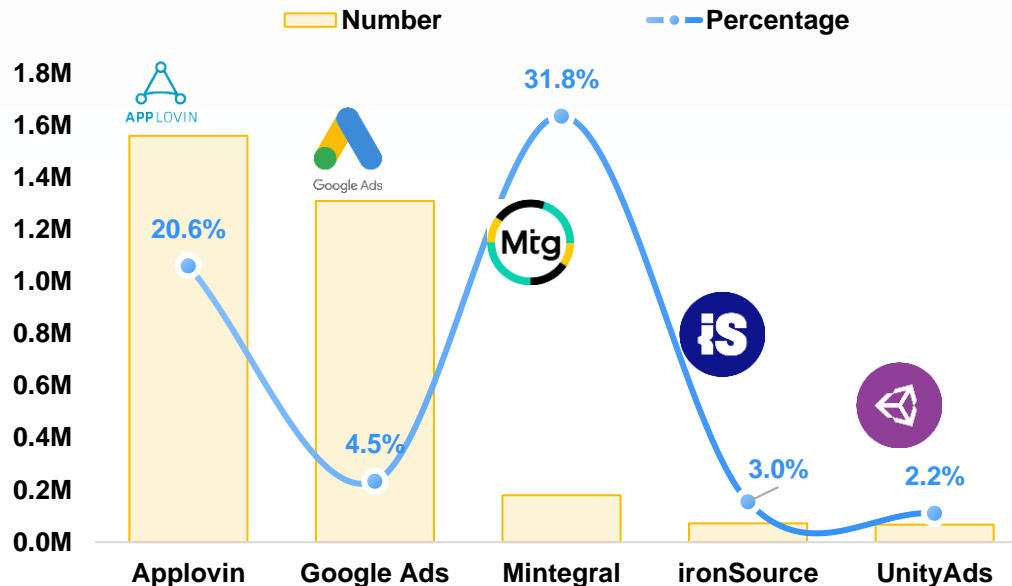
Highest percentage of  
playable creatives

Mintegral 31.8%

Greatest number of playable  
creatives

Applovin 1.5M

Number and percentage of mobile game playable creatives  
on different platforms in 2024



# Analysis of Playable Creatives Released for Popular Game Genres

Playable creatives were mostly contributed by light games, and playable creatives made up over 12% of all creatives for arcade games.

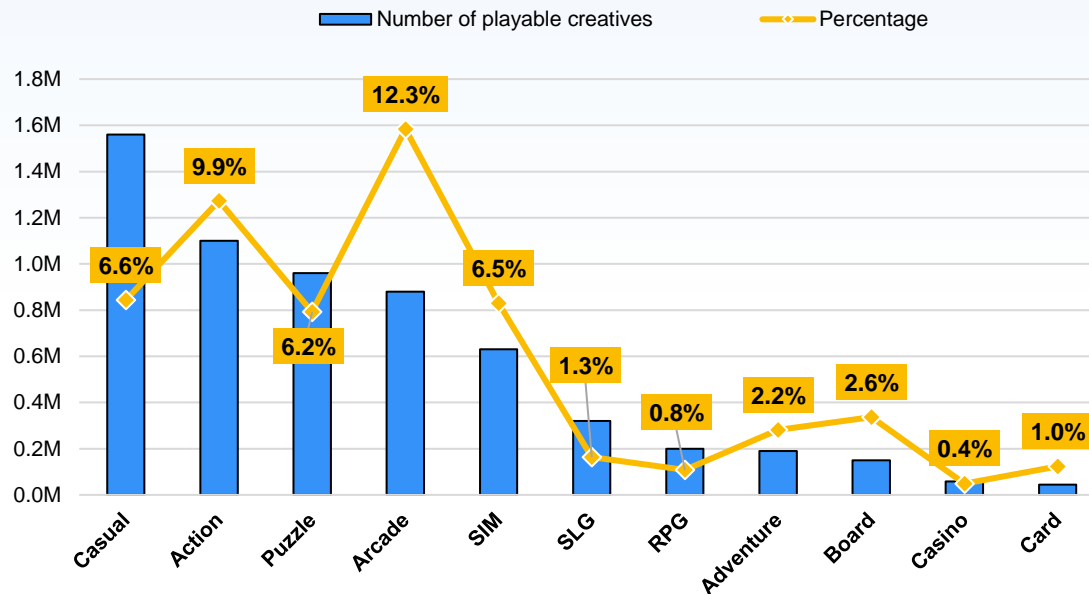
## Highest number: Casual

According to SocialPeta, casual games released over 1.50M playable creatives in 2024, the highest number of all genres. And action games also had over 1M playable creatives.

## Highest percentage: Arcade

12.3% of arcade games' creatives were playable, the highest percentage of all genres. Playable creatives' share of all creatives was higher for light games than for hardcore games.

Playable Creatives Released for Popular Game Genres in 2024



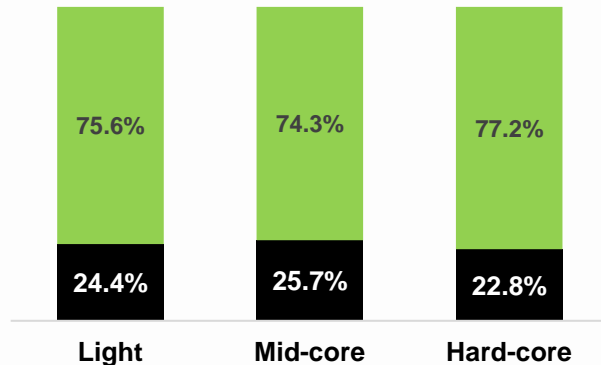
# Analysis of Proportions of Playable Creatives on iOS and Android

On iOS, mid-core games had the highest proportion of playable creatives. In Europe and America, over 88% of creatives on Android were playable.

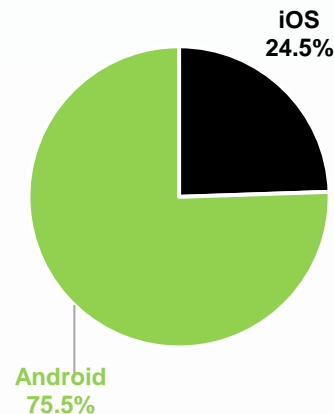
## % of playable creatives for popular game categories on iOS and Android

Playable creatives' share of all creatives for mid-core games on iOS was higher, 25.7%.

Playable creatives' share of all creatives for hard-core games on iOS was the lowest, 22.8%.

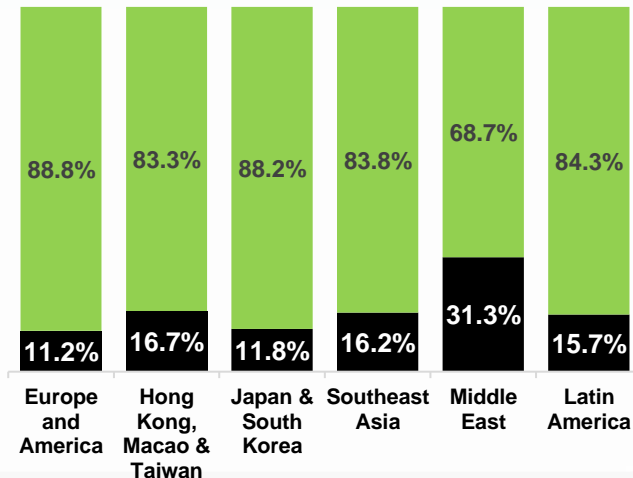


## % of playable creatives on iOS and Android



## % of playable creatives in popular regions on iOS and Android

In Europe and America, playable creatives were mainly for mid-core and light games, and over 88% of creatives on Android were playable. The Middle East had the highest proportion of playable creatives on iOS, which was over 30%.



# Top 20 Advertisers by Playable Ads in 2024 (gaming)



iOS

1		1945	OneSoft	11		Count Masters: Crowd Runner 3D	Freeplay
2		Galaxiga	OneSoft	12		Ball Run 2048	KAYAC
3		Going Balls	Supersonic	13		Wood Screw	Zego Studio
4		Hide and Seek: Cat Escape!	JoyPac	14		Matchington Mansion	Magic Tavern
5		Snake.io	Kooapps	15		DOP 2: Delete One Part	SayGames
6		Ant Fight	HERO LINKAGE	16		MONOPOLY GO!	Scopely
7		Block Blast!	Hungry Studio	17		Talking Tom Hero Dash	Outfit7
8		Pop Us!	SayGames	18		Whiteout Survival	Century Games
9		Wordscapes	PeopleFun	19		Vehicle Masters	SayGames
10		Royal Match	Dream Games	20		Falcon: Classic Space Invaders	OneSoft



Android

1		1945 Air Force: Airplane Games	OneSoft	11		Falling Balls : Lucky Drop	xiuxiu
2		Galaxiga: Space Arcade Shooter	OneSoft	12		Burrow Land	VIGAFUN
3		Idle Slayer	Pablo Leban	13		Stack	Ketchapp
4		Spider Fighting: Hero Game	Zego Studio	14		Hunter Assassin	Ruby Games
5		Mahjong Club	GamoVation	15		Teacher Simulator: School Days	Kwalee
6		Color and Match	BD App Station	16		Crazy Office	Freeplay
7		Color Water Sort Woody Puzzle	OneSoft	17		Survival 456 But It's Impostor	Dmobin
8		Super Bino Go: Adventure Jungle	OneSoft	18		Happy Link	PandaHi
9		花舞宫廷	Origin Mood	19		My Little Universe	SayGames
10		Birds Puzzle	Yajapss Inc	20		Vehicle Masters	SayGames

# Top 20 Advertisers by Playable Ads in 2024 (non-gaming)



iOS

1	DramaBox	STORYMA TRIX	11	Tango	TangoMe
2	Tigo Live	Tigo Live Team	12	HyperClean	James S Joyce
3	Revolut	Revolut	13	Prank App	Tycoon View
4	Strong Cleaner	Motivity Apps	14	AMO translator, Translate all	AvnTech
5	Cleaner: Phone Cleanup Storage	CheeseJoy Apps	15	LivelySteps	Liyun Lin
6	Capital.com: Trading & Finance	Capital.com	16	Gold Apple	Золотое Яблоко
7	Winline	Winline	17	Once	Xeanco
8	More Cleaner: App locker	YS Double Games	18	SHEIN	Roadget Business PTE. LTD.
9	Plantify: AI Plant Identifier	Codeway	19	Ayar	ayar
10	OTTO	Otto Group	20	TenderU	tenderU



Android

1	Blood Pressure Log	BingoTools	11	Talkie	SUBSUP
2	Fun Steps	Miso	12	Super Habit	Largebunny
3	Virus Remover	Holy Macaroni	13	Monster Call	GAdventure
4	Phone Tracker and GPS Location	9Code	14	Prank Call	Bravestars
5	Cryptoguru	Crypto Guru	15	MobileInfo	elementdev
6	Pisces	Gentle Punk	16	Charge Win	Seaweed Labs
7	TikTok	TikTok Pte. Ltd.	17	Translator for Dogs (Joke)	Neko Soft
8	Lie Detector Test Prank (Joke)	Neko Soft	18	Health Sense	Farh Faris
9	Find My Phone By Clap, Whistle	Neko Soft	19	Antivirus	dokelike
10	Emoji Kitchen	Braly JSC	20	LoVideo	SUZUKILY

# Playable Ad Share by App Genres

The utilisation of playable advertisements is predominantly observed among gaming companies; however, there has been an increasing trend of non-gaming companies incorporating this marketing strategy. It is noteworthy that 75% of playable advertisements are currently within the gaming sector.

## A. Gaming

**Hyper-Casual Games:** ~50-60% Highest adoption

**Puzzle/Strategy:** ~20-25% Demo puzzles to hook problem-solving audiences

**RPG/Simulation:** ~10-15% Showcase character customization or base-building

**Action/Arcade:** ~5-10% Highlight fast-paced gameplay

## B. Non-Gaming Genres

**E-commerce:** ~5-10% Virtual try-ons or product interactions

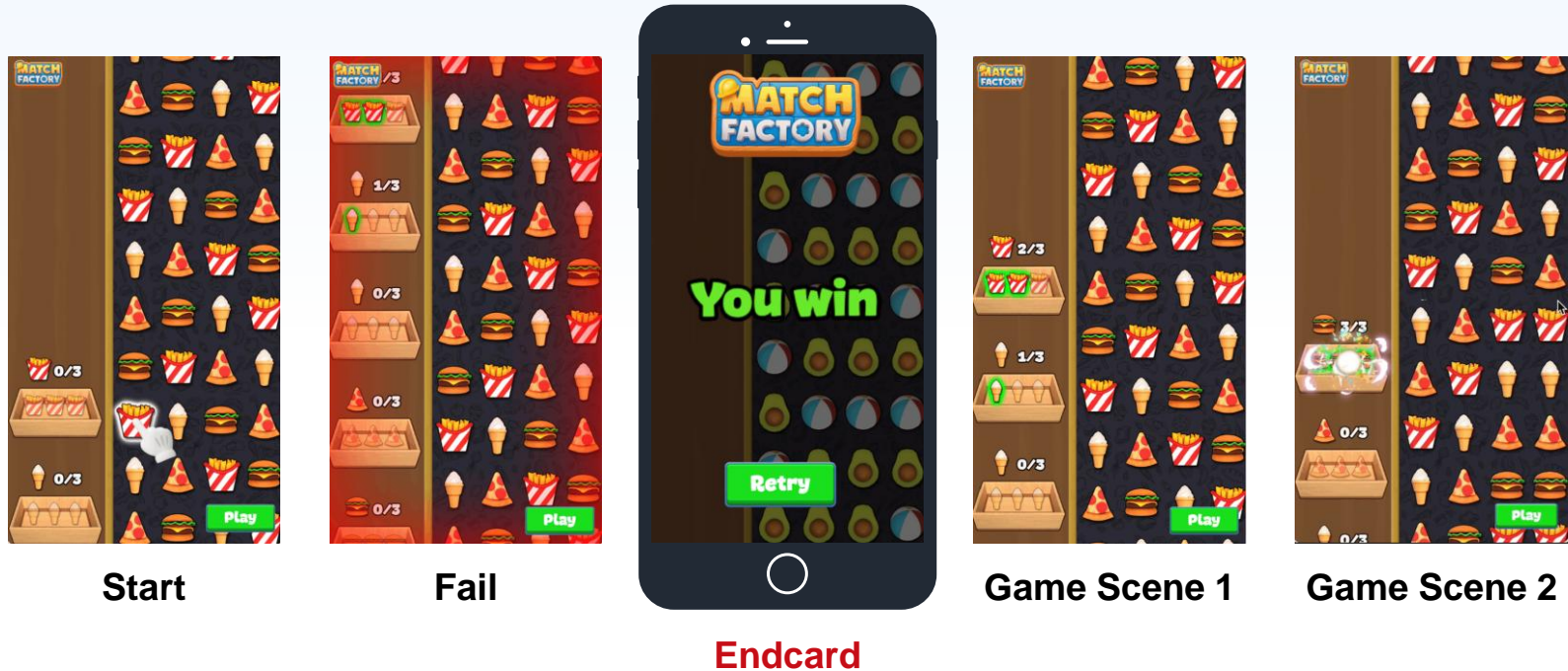
**Fitness/Health:** ~3-5% Interactive demos of workout routines

**EdTech:** ~2-4% Mini-quizzes or skill demos

**Social/Entertainment:** ~1-3% Filters or short UGC tools

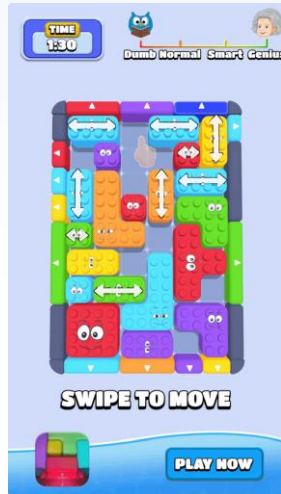
# Cases of Popular Playable Creatives

Mini-games as playable creatives: Mini-games were directly used as playable creatives, attracting people to download the games after clearing stages or failing to clear stages.



## Cases of Popular Playable Creatives

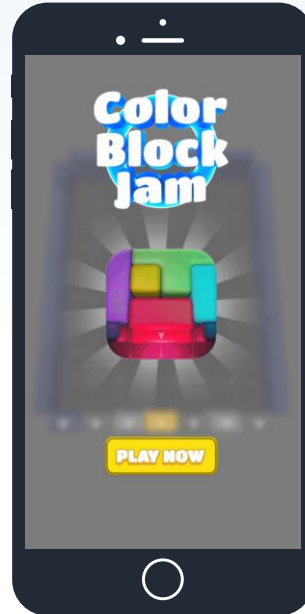
Thrilling gameplay creatives: Such creatives allow users to play and experience a whole level of gameplay, which are designed to captivate with exciting gameplay. The download page usually appears after certain number of meaningful actions.



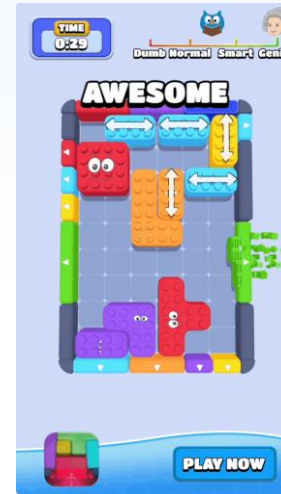
Start



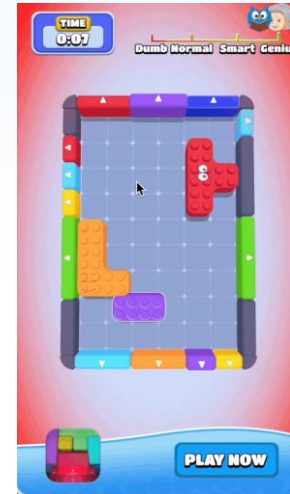
Stages



Endcard



Stages

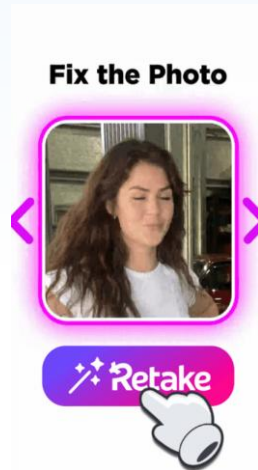


Stages

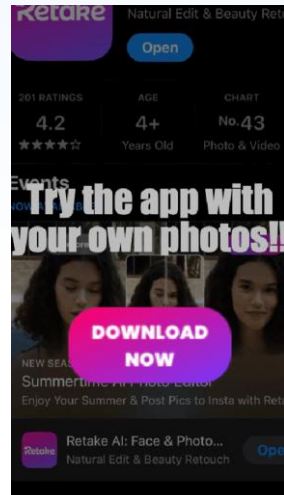


## Cases of Popular Non-Gaming Creatives

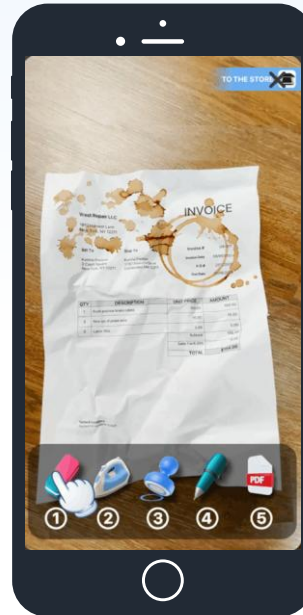
Applications as playable creatives: App's features were directly used as playable creatives, attracting people to download the app after experiencing it.



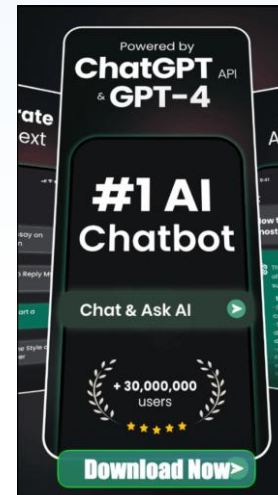
Playable



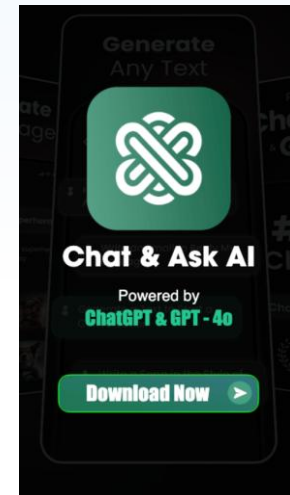
Endcard



1 Click to Store



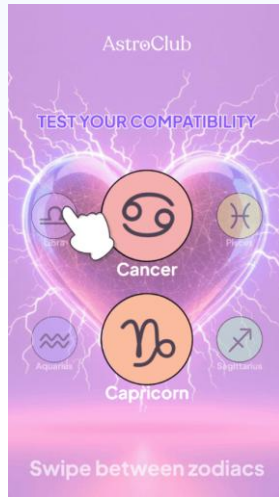
Playable



Endcard

# Cases of Popular Non-Gaming Creatives

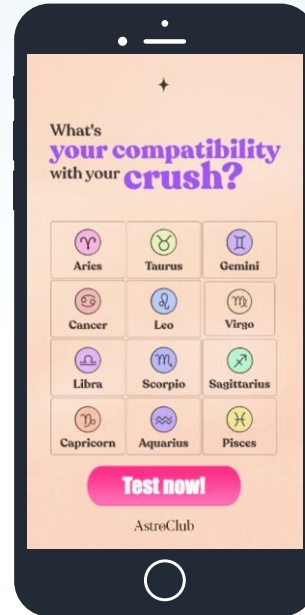
One click-based creatives: Such creatives allow users to view the product, which are designed to captivate audience with product's features. The download page usually appears at second stage.



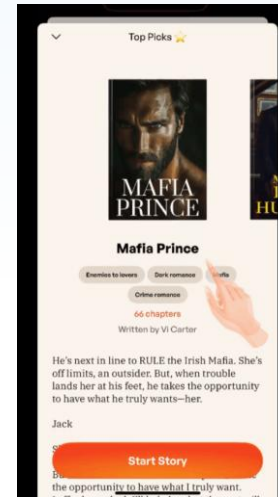
Feature



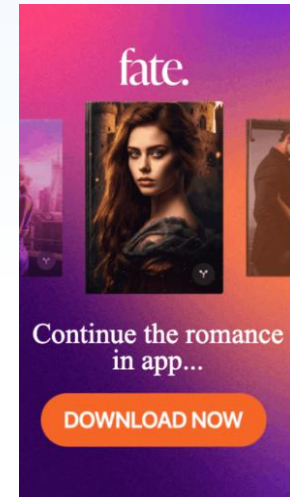
Endcard



1 Click to Store



Feature



Endcard

# How to Create High-Quality Playable Ads



## Focus on a Strong Hook

The first few seconds of a playable ad are critical. Use engaging visuals, compelling text, and interactive elements to capture the user's attention immediately. A strong hook ensures that users stay engaged and motivated to continue.

## Design for Conversion



A playable ad's ultimate goal is to convert users. Ensure a seamless transition from gameplay to the app store. Use clear calls to action (CTA) such as "Play Now" or "Download Now" at the right moments, especially after a rewarding action or level completion.



## Simplify the Gameplay

Playable ads should be easy to understand and play within a short timeframe. Use intuitive controls and clear instructions to guide users through the experience. Overcomplicated mechanics can lead to drop-offs and frustration.

## Implement A/B Testing



Test different versions of your playable ad to determine what resonates best with users. Experiment with variations in difficulty, length, CTA placement, and themes to find the most effective combination for maximum engagement and conversion.



## Maintain High Visual Quality

Your playable ad should visually align with your game while maintaining optimal performance. High-quality assets, smooth animations, and appealing UI elements enhance user experience. However, balance is key—avoid large file sizes that could impact load times.



## Keep the Flow Smooth

Avoid long loading times or laggy interactions. A well-balanced playable ad should transition smoothly from one phase to another, keeping users engaged throughout the experience without unnecessary friction.



# How to Unlock Playable Ad Insights by Playable Factory

Staying ahead in playable ads requires real-time insights. SocialPeta's Playable Ad tab makes it easy to track top-performing creatives, discover new trends, and optimize campaigns.

## Why It's a Game-Changer?

- ◆ Latest & Best-Performing Playable Ads – See the freshest, most effective ads in one place.
- ◆ Non-Gaming Playable Ads – A dedicated section to track the rise of interactive ads beyond gaming.

## Key Benefits

- ✓ Track competitor ad strategies
- ✓ Analyze winning creative assets
- ✓ Identify top ad networks
- ✓ Spot burst campaigns
- ✓ Monitor organic vs. paid growth

# Declaration

## 1. Data Sources

With the assistance of the world's biggest advertising intelligence and analysis tool, SocialPeta Data Team has provided you with insights into the mobile advertising data of global game market. We collect advertising data by sampling worldwide, covering over 80 channels and nearly 80 countries and regions worldwide, and have captured a total of over 1.6 billion advertising data, with over 1 million ad data being updated by the hour each day. Based on such huge data, we can gain insights into the advertising market trends.

## 2. Data Cycle and Indicators

Overall date range of the report: Jan 2024– Feb 2025

For specific data indicators, please see the notes on each page.

## 3. Copyright Notice

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## 5. Concerned Countries and Regions (based on the distribution area of SocialPeta's products, not the actual geographical distribution)

North America: USA, Canada, Mexico, Panama

Europe: Turkey, France, Germany, United Kingdom, Italy, Spain, Netherlands, Norway, Poland, Portugal, Belgium, Switzerland, Austria, Romania, Sweden, Greece, Denmark, Luxembourg, Ireland, Finland

JP & ROK: Japan, South Korea

China's HK, Macao & TW: Hong Kong (China), Macao (China), Taiwan (China)

Southeast Asia: Thailand, Indonesia, Singapore, Malaysia, Vietnam, Philippines, Cambodia

Oceania: Australia, New Zealand

South Asia: India, Pakistan

Middle East: Bahrain, Qatar, Saudi Arabia, UAE, Azerbaijan, Lebanon, Kuwait, Israel, Oman, Iraq, Morocco

South America: Brazil, Chile, Argentina, Colombia, Peru, Venezuela, Paraguay

Africa: Egypt, Kenya, Nigeria, Angola, South Africa, Algeria, Libya, Senegal, Ivory Coast





# THANKS